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Montenegro Tourism

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Montenegro is located in southeast Europe, bordered by Croatia, Bosnia and Herzegovina, Serbia (with Kosovo), and Albania (Fig. 1). It has an area of 13,812 km^2 (5,387 mi^2), with a population of 622,227 (MONSTAT 2019). In 2019, the total contribution of travel and tourism to the country's GDP was 32.1% or US$1,762.8 million (WTTC 2020).

Tourism development dates to 1864, when the Lokanda Hotel (renamed the Grand Hotel in the late nineteenth century) was founded in the old capital Cetinje (Martinović 1997; Vučetić 2021). Montenegro has come to be known as a destination of selective tourism. The coastal region is known for health, nautical, cultural, fishing, and gambling tourism. The central region is used for sport, business, agri-, religious, hunting, educational, shopping, and dark tourism. The northern region is known for eco-, adventure, and gastronomic tourism.

After independence in 2006, most international tourists were from the Russian Federation, Serbia, Bosnia and Herzegovina, Poland, France, Italy, Albania, Czech Republic, Great Britain, and the United States (Vučetić 2021). In 2018, of the total arrivals, 85% belonged to the coastal region, 10.6% to the central region, and 4.4% to the northern region. There is a high seasonality concentration from May to September (MONSTAT 2019).

Planned tourism development with stimulative general and specific policy measures and activities accelerated the growth and development of the industry (Vučetić 2021). In 2019, total tourism accommodation decreased 0.01%, total arrivals grew 20%, and nights spent in accommodation grew 11.8%. The average annual utilization of the total ideal accommodation capacity was 23% (MONSTAT 2019). Furthermore, the industry contributed 32.8% of total employment (66,900 jobs) and 47.7% of total exports ($1,262.3 million) (WTTC 2020).

Montenegro has a relatively developed tourism infra-and supra-structure. The Ministry of Tourism has been constituted as an independent ministry within the Government of Montenegro since 1992. The first higher education institution (the Faculty of Maritime – the Department for Tourism) was established in 1965. Today, there are five higher education institutions in tourism and hospitality but the most important is the Faculty of Tourism and Hospitality (public institution) (Vučetić 2021).

Montenegro is a transitional destination and a candidate for accession to the European Union. It is recognized as a safe destination with residents who are friendly toward tourists. In 1991, Montenegro became the first ecological state in the

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Montenegro Tourism, Fig. 1 Map of Montenegro

world (NCSDM 2011). Policy makers are focused on sustainable tourism development, development of different selective tourism types, and continuous raising of internationalization and globalization of business in the industry. Market- and competitiveness-based research, which seeks to strengthen Montenegro's positioning as a global destination, is welcomed.

See Also

- ▶ Education
- ▶ Policy and Policy Making
- ▶ Seasonality
- ▶ Special Interest Tourism

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